

MEMO# 2464

January 11, 1991

NEXT MEETING DATE

January 11, 1991 TO: MARKETING COMMITTEE NO. 4-91 RE: NEXT MEETING DATE

Due to an unavoidable schedule conflict, we have had to change the next meeting date to Tuesday, March 19, 1991 (10:00 am at the Institute). As discussed at our meeting on January 8, the agenda for the meeting will include the following: 1. Review of budgets for ICI marketing-related activities. 2. Review of paper to be prepared by the Research Department on the utility, methodology and cost of a permanent shareholder panel. 3. Reports by chairpersons of Direct Marketing, Sales Force Marketing, Public Information, Industry Statistics, Research, and Shareholder Communications Committees. 4. Guidelines for oversight relationship with committees reporting to the Marketing Committee. 5. Suggestions from Marketing Committee members for research projects to be conveyed to Research Committee. This is a full agenda and we expect the meeting will last until 4:00 pm. Lunch will be served. Please indicate on the attached form whether you will be attending the meeting and return the form to Ms. Sheilah Henderson at the Institute. Also attached for your information is a current list of the committee members. C. Richard Pogue Senior Vice President - Management Attachments ---
----- Please detach and return to Sheilah R. Henderson, Investment Company Institute, 1600 M Street, NW, Suite 600, Washington, DC 20036. YES NO MARKETING COMMITTEE MEETING TUESDAY, MARCH 19, 1991 10:00 AM - ICI CONFERENCE ROOM ____ (Please Print Name)

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